

Message Text

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TAGS: BEXP, SW
SUBJ: GLOBAL MARKET RESEARCH - COMPUTER & RELATED EQUIPMENT -
SWEDEN

REF: (A) STATE 43953, (B) LONDON 3693, (C) STOCKHOLM 749

1. THREE SWEDISH FIRMS SUBMITTED BIDS ON SUBJECT MARKET RE-
SEARCH.

A. IMI - INDUSTRIELLA MARKNADSINSTITUTET AB (MATS FRYXELL)
BID SKR 30,000 (APPROX \$6522 AT SKR 4.6 EQUALS \$1).
IMI HAS CONDUCTED PRIOR RELATED RESEARCH AS FOLLOWS: "AWARE-
NESS OF AND ATTITUDES TOWARDS COMPUTER MANUFACTURERS" FOR
SIEMENS DATA AB; "OPINIONS ON COMPUTER MANUFACTURERS" FOR
HLR ADVERTISING AGENCY IN STOCKHOLM; "TELECOMMUNICATIONS
EQUIPMENT" FOR USDOC; "ADVANCED MEDICAL EQUIPMENT" FOR USDOC;
"SCANDINAVIAN MARKET FOR SEMICONDUCTORS" FOR A. AHLSTROM OF
HELSINKI. STUDY WOULD BE CONDUCTED BY MATS FRYXELL WHO CON-
DUCTED USDOC RESEARCH WHILE EMPLOYED BY OBERMARK 1967-72;
FRYXELL ALSO WORKED WITH ADVERTISING IN NEW YORK AND AS MAR-
KETING DIRECTOR FOR SWEDISH TRADE COMMISSION IN CHICAGO
1974-76. HE WOULD BE ASSISTED BY FREDRICK OLANDER, BIRGITTA
ABDON AND MARIE-LOUISE NYSTROM. BID BASED ON 40 PERSONAL
INTERVIEWS.

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B. INTERMARKET AB (ERIK DAHLBERG) BID \$4600 BASED ON 40 INTER-
VIEWS. RESEARCH WOULD BE CONDUCTED ENTIRELY BY DAHLBERG; HE
HAS DONE SEVERAL STUDIES FOR USDOC INCLUDING TWO WITH SOME
ASPECTS OF DATA PROCESSING, I.E. "INDUSTRIAL ASSEMBLY EQUIP-
MENT" AND "SAFETY AND SECURITY EQUIPMENT".

C. AB KONSULTERNA (MIKAEL BRENNING, LARS HOLMSTROM) BID SKR 19,000 (APPROX \$4130) FOR STUDY WITH 40 INTERVIEWS. RESEARCH WOULD BE CONDUCTED BY HOLMSTROM WITH SOME ASSISTANCE FROM BRENNING AND KHALID HASHMI. KONSULTERNA HAS CONDUCTED SEVERAL USDOC RESEARCH STUDIES IN LAST THREE YEARS INCLUDING GRAPHIC INDUSTRIES, ELECTRONIC COMPONENTS AND PRODUCTION/ TESTING EQUIPMENT, AND INDUSTRIAL PROCESS CONTROLS. HOLMSTROM HAS DONE PERSONAL TRAINING IN COMPUTERS AND DONE CONSULTING WITH A SWEDISH BANK WHICH USES AUTOMATED BANKING SYSTEM.

D. SWEDISH MARKET INFORMATION WHICH HAS DONE PREVIOUS USDOC COMPUTER STUDIES DECLINED TO BID FOR THIS STUDY.

2. ALTHOUGH IMI BID OF \$6522 IS CONSIDERABLY HIGHER THAN OTHER TWO, THIS FIRM HAS MORE DIRECT EXPERIENCE ON COMPUTER MARKET RESEARCH. SINCE COMPUTER MARKET IS SO COMPLEX, POST BELIEVES THIS EXPERIENCE WOULD BE ESPECIALLY HELPFUL AND RECOMMENDS STUDY BE PLACED WITH IMI. HOWEVER, IF PRICE PLACES THIS BID OUT OF RANGE, KONSULTERNA AS THE BETTER QUALIFIED OF OTHER TWO, WOULD UNDOUBTEDLY DO A GOOD STUDY AS FIRM HAS DONE ON MANY AND DIVERSE THEMES.

PERRY

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